

## ABSTRACT

This research is a type of Research and Development (R & D) which aims to develop multimedia products Heredity learning to support the students understanding of the material Heredity. The author chooses a model of ADDIE (*Analysis, Design, Development, Implementation, and Evaluation*) to develop the multimedia product. It begins with creating concept of *flowchart* and *storybard*, then it is realized into *authoring tool* Adobe Flash CS 5 by using *actionsript* 2.0 and supporting with Adobe Photoshop CS 5, and Text Edit. The multimedia product of Heredity aims to help the students to understand “Theory Mendel I, II, and Blood Types”.

This research focuses on 1.) How the process to develop multimedia product that benefit high schools student’s understanding toward Heredity, and 2.) The feasibility study of this multimedia product. The feasibility study of multimedia product of Heredity involves the test from the expert and the users. It runs continuously until it results the score of valid.

Moreover, the multimedia product is used by 40 students of SMAN 1 Kasihan in order to test the function to support the sub-subject of Heredity. They are requested to give comments to the paper that is served by the author. Finally, the multimedia product got a validity score 4,50 from the IT experts, 4,28 from the teachers, and 4,34 from the students as the user. Therefore, the multimedia product of Heredity is able to be used as supporting learning instrument of the subject of Biology in SMAN 1 Kasihan, Bantul.

**Keywords:** *multimedia product, heredity.*